

# Tire Dealer Survey Response Summary

(April 2005)

What follows are the surveys returned to the DNR by February 28, 2005. All responses are out of 202 total surveys returned by Iowa tire dealers. Incomplete surveys and those with more than one answer were recorded. All percentages are given in terms of those who answered the question, not the total number of surveys returned.

## Tire Regulation

### 1. When do I need to use a DNR registered tire hauler to haul scrap tires?

- |          |                    |  |               |
|----------|--------------------|--|---------------|
| a. Never | b. All of the time | c. When paying for hauling of more than 40 tires in a load | d. Don't know |
| 0%       | 77.9%              | 11.3% (correct answer)                                     | 10.8%         |

### 2. If I don't store scrap tires in a mobile container from a registered hauler, my dealership can store \_\_\_ tires without a permit.

- |       |        |                        |         |
|-------|--------|------------------------|---------|
| a. 50 | b. 200 | c. 500                 | d. None |
| 35%   | 28.2%  | 14.7% (correct answer) | 22.1%   |

### 3. \_\_\_ tires per day can legally be burned.

- |                      |      |      |             |
|----------------------|------|------|-------------|
| a. 0                 | b. 1 | c. 5 | d. No limit |
| 97% (correct answer) | 1.1% | 0%   | 1.6%        |

### 4. A list of registered tire haulers is available from

- |                                      |                        |                             |                      |
|--------------------------------------|------------------------|-----------------------------|----------------------|
| a. Iowa Department of Transportation | b. Iowa DNR            | c. County health department | d. None of the above |
| 3.3%                                 | 94.4% (correct answer) | 0%                          | 2.2%                 |

### 5. The improper storage and disposal of tires can cause which of these problems:

- |  |      |                                |                        |
|--|------|--------------------------------|------------------------|
| a. Mosquito breeding grounds                   | 1.1% | d. An eyesore to the community | 0%                     |
| b. A fire hazard                               | 0%   | e. All of the above            | 98.9% (correct answer) |
| c. Legal action for illegal storage or dumping | 0%   |                                |                        |

## Tire Disposal

### 6. Would you like to receive a list of registered scrap tire haulers on a regular basis?

- |        |       |
|--------|-------|
| a. Yes | b. No |
| 73.3%  | 26.7% |

### 7. If yes, how often would you like to receive registered scrap tire hauler information?

- |            |              |                  |             |
|------------|--------------|------------------|-------------|
| a. Monthly | b. Quarterly | c. Semi-Annually | d. Annually |
| 4.7%       | 28.7%        | 30.7%            | 36%         |

### 8. What is the best way to provide this information to you?

- |                                |       |   |       |
|--------------------------------|-------|---|-------|
| a. E-mail from or fax from DNR | 20.6% | b. E-mail from IA Tire Dealers Association (ITDA) | 3.2%  |
| c. Mail from DNR               | 62.6% | d. Mail from ITDA                                 | 10.3% |
|                                |       | e. Fax from ITDA                                  | 3.2%  |

### 9. Do you ask your scrap tire hauler for its registration certificate from the DNR?

- |        |       |                   |
|--------|-------|-------------------|
| a. Yes | b. No | c. Not Applicable |
| 74.9%  | 21.8% | 2.8%              |

## Demographics

### 10. What other information would be of interest to you? (circle all that apply)

- |   |               |
|---|---------------|
| a. Scrap tire stockpile cleanup effort updates  | 35 responses  |
| b. Scrap tire market development updates (new markets, expansions, closures, etc.)                    | 85 responses  |
| c. Upcoming workshops/educational events related to scrap tires                                       | 29 responses  |
| d. Proper management and disposal information for oil, oil filters, lead-acid batteries or antifreeze | 89 responses  |
| e. Tire maintenance information for customers   | 68 responses  |
| f. Tire disposal information for customers  | 100 responses |
| g. Other _____  |               |

### 11. When asked to rank their main sources of scrap tire management and disposal information, ranking was found as follows.

- |  |                                       |
|--|---------------------------------------|
| ___1___ Iowa DNR                         | ___2___ Iowa Tire Dealers Association |
| ___3___ Rubber Manufacturers Association | ___4___ Iowa Motor Truck Association  |

## Tire Dealer Survey Response Summary -- Continued

### 12. What do you currently pay your tire hauler/recycler for disposal per scrap passenger tire?

a. Less than \$1	b. \$1	c. \$1.50	d. \$2	e. \$3	f. Other
7.2%	26.3%	40.7%	15.8%	1.8%	8.4% (mostly pay per load not per tire)

### 13. What is the size of community where your dealership is located?

a. Less than 2,500	b. 2,500 to 10,000	c. 10,001 to 25,000	d. Greater than 25,000
30.4%	33.5%	7.7%	28.4%

### 14. Are you an independent tire dealer?

a. Yes	b. No
92.3%	7.7%

<b>Customer Service</b>
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### 15. Do you offer customers the option of taking their scrap tires with them when they purchase new tires?

a. Yes	b. No
86.7%	13.3%

### 16. If yes, for what reasons do you offer customers the option of taking tires with them?

a.. Means to avoid building disposal cost into the price of a new tire	25.4%	c. Cost of disposal for you	12.3%
b. Customer has some other non-transportation use for the tires	61.4%	d. Other	.9%

### 17. Do you offer tire disposal service to your customers?

a. Yes	b. No
94.4%	5.6%

### 18. What do you currently charge customers for tire disposal?

a. Less than \$1 per tire	b. \$1 - \$1.99 per tire	c. \$2 - \$3 per tire	d. More than \$3
4.9%	31.1%	62.8%	1.1%

### 19. Is the cost of tire disposal built into the price of the new tire or charged separately?

a. Built into price of new tire	b. Charged separately
29.3%	70.7%

### 20. Approximately what percentage of your customers leave their scrap tires at your dealership? \_\_\_\_\_ %

Average was 78.4%

### 21. Would you be interested in displaying or distributing information from the DNR for customers on proper tire maintenance?

a. Yes	b. No
77.2%	22.8%

### 22. What would be the best way at your dealership to inform customers on proper tire maintenance?

a. Brochure	53.4%	b. Poster	29.4%	c. Stand alone displays	4.3%
d. or in envelope customer gets with receipt and warranty			12.9%		

### 23. Would you be interested in displaying or distributing information from the DNR informing customers on proper tire disposal?

a. Yes	b. No
84.1%	15.9%

### 24. What would be the best way at your dealership to inform customers on proper tire disposal?

a. Brochure	49.7%	b. Poster	36%	c. Stand alone displays	5.6%
d. On or in envelope customer gets with receipt and warranty			8.7%		

### 25. Would you be interested in displaying or distributing information on what happens to tires recycled in Iowa?

a. Yes	b. No
86.8%	13.2%

## Tire Dealer Survey Response Summary -- Continued

### Community Size versus Disposal Methods

We then took this data and cross-referenced the size of the community against the methods they use to dispose of their tires and the results were as follows:

	Community Size:	Less than 2,500	2,500-10,000	10,001-25,000	Greater than 25,000
<b>Question 15.</b> Do you offer to let customers take tires with them?	a. Yes	90%	88%	79%	82%
	b. No	10%	12%	21%	18%
<b>Question 17.</b> Do you offer tire disposal service?	a. Yes	90%	92%	100%	100%
	b. No	10%	8%	0%	0%
<b>Question 19.</b> Is the cost built into the price of a new tire or separate?	a. Charged separately	34%	34%	29%	21%
	b. Built in	66%	66%	71%	79%
<b>Question 20.</b> Approximately what percentage of customers leave their tires with you?	Average:	73%	85%	78%	77%
<b>Question 21.</b> Would you be interested in displaying tire maintenance info?	a. Yes	68%	82%	71%	77%
	b. No	32%	18%	29%	23%